

OTR South SID Board of Trustees Annual Meeting

Meeting Minutes – Tuesday, December 7, 2021

Location: Memorial Hall

Attendance:

Board of Trustees: Bobby Maly • Greg Olson • Andy Hutzell • Carl Hunt • Dan Baranowski • Anthony Maieron • Marc Von Allmen

OTR South SID legal counsel: Roula Allouch

3CDC Staff: Jenni Wilhelm • Joe Rudemiller • Marissa Reed • David Vissman • Caitlin Felvus • Tim Szilasi • Mark Antrobus

Guests: open to public

Bobby Maly called the OTR South SID Annual Board of Trustees Meeting to order on Tuesday, December 7, 2021 at 2:03 p.m.

Overview and Governance

Mr. Maly welcomed the audience to the first OTR South SID Annual Meeting and introduced himself as well as the members of the Board of Trustees that were in attendance. Following introductions, Mr. Maly gave the group some background on the formation of the SID and the governance of the district. Mr. Maly outlined the goals and organization's approach to the completion of these goals.

Finance and Administration

Mr. Maly then shared the 2021 OTR SID budget and actual numbers through end of October as well as the approved 2022 budget as compared to the 2021 budget projections. Tim Szilasi from 3CDC presented the OTR District Management budget for 2021 as well as the 2022 OTR District Management budget. Next Mr. Szilasi broke down the ambassador hours for the district for years 2021 and 2022. Questions regarding ambassador hours were answered to the audience satisfaction.

3CDC Stakeholder Services Overview

David Vissman from 3CDC reviewed the stakeholder service request to date. Mr. Vissman also shared the phone numbers for ambassadors and outreach services as well as outlined the services available.

Environment and Social Outreach

Mr. Vissman reviewed the total ambassador hours logged for the year and introduced the partners in which 3CDC used to fill open positions. Mr. Vissman noted many of the staff are second chance hires and live within a 5-mile radius of the neighborhood. He also reviewed the benefits and pay rates for the operations staff. Mr. Vissman highlighted a few of the staff development programs available and utilized and introduced the OTR supervisory team. Mr. Vissman then detailed the staff deployment plan for both AM and PM shifts and shared several of the special projects the team had completed over the last six months. Next, Mr. Vissman highlighted special projects planned for 2022 as related to alley management, snow removal and tree and lighting partnerships. Finally, Mr. Vissman introduced the GeneroCity 513 program and gave statistics for the program's connections.

Communications/Marketing

Joe Rudemiller presented the communications and marketing update on behalf of 3CDC. Mr. Rudemiller shared photos and details of the traffic calming measures taken on Vine and Main Streets as well as the permanent dining program that was completed throughout the year. Next, Mr. Rudemiller reported on several marketing campaigns that took place in 2021 to encourage the community to support downtown/OTR business. Finally, Mr. Rudemiller introduced the holiday marketing campaign “Found” that was launched in November to create a marketing umbrella to highlight events from the Banks to Findlay Market.

With no further business, Bobby Maly thanked the group for attending and the meeting was adjourned at 2:54 p.m.